

**Approved
Downtown Management Board
Regular Meeting Minutes
Tuesday, February 19, 2019
Commerce One, 901 Saginaw Street. ~ 8:00 am**

The regular meeting of the Downtown Management Board was called to order at 8:03 a.m. by Chairman Dinauer. Members present were:

Dennis Dinauer	Susan Fassbender	Rachael Reh
Tara Welch	Avram Golden	Alan LaFave
Mike Bacigalupo		

The following were absent: Andrew Heppner, Barb Engelhardt-Carter, Shirley Roberts, Jim Goodrow, Terri King, Commissioner Kerice Basmadjian and Commissioner David Terrasi, Sara Dimitroff

Also Present: Suzanne Maxwell, Executive Director
Matthew Kowalski, Administrative/Marketing Specialist

INTRODUCTION OF NEW BOARD MEMBER

Maxwell welcomed Rachael Reh , Bay Area Chamber of Commerce, to the Board of Directors.

PUBLIC INPUT

Welch provided an update to the board about the progress of renovations at Studio 23 and explained they are currently operating out of The Historical Museum of Bay County on Washington Ave. until renovations are completed.

PRE-NOTIFICATION OF ABSENCES

Chairman Dinauer stated that Roberts, Heppner, Dimitroff, and Engelhardt-Carter notified DMB staff of their absences.

ORGANIZATION

Chairman Dinauer presented the Consent Agenda items 1-2 under Organization and asked the Board to review. Motion to approve the consent agenda by Bacigalupo, supported by Fassbender. Motion unanimously approved. Downtown Development Authority minutes and financial statements were presented for review.

MARKETING COMMITTEE

The Downtown Chili Cook-Off is scheduled for Saturday, February 23 from 11:00 am to 3:30 pm, with 10 participating restaurants. 300 tickets are available for the events at \$10 each/ \$12 day of the event.

The DMB Marketing and Events Committee's newest event, Hot Chocolate Hop took place Saturday, February 2nd, with approximately 30 businesses participating. The event was free and brought a lot of people Downtown.

The 11th annual Indulge event took place Saturday, February 9th. This popular event featured over 20 participating businesses and gave customers a chance to win over 300 in store prizes, as well as a grand prize of a one night stay at the Doubletree Hotel and \$100 in Downtown Bay City gift certificates.

We continue to provide Downtown information using social media: the Downtown Facebook page now has 20,675+ Followers and Instagram has 4,320+ Followers. The DMB also has over 14,500+ permission-based emails. Kowalski presented social media analytics to board, showing continued data that followers have become more engaged with content, especially as it pertains to "Meet the Merchant" posts and event information.

Kowalski explained to the board that Michelle Judd, Marketing professor at Saginaw Valley State University would like to have her marketing class focus on Downtown Bay City for the duration of her Winter 2019 semester. Students will be placed into small groups and will develop marketing plans, look for insights, and provide interesting perspectives. The Marketing and Events Committee will be invited for presentations, a Q&A session, which should be valuable for the students and the DMB alike.

Business News:

Little Shop Boutique, specializing in ladies clothing and accessories, recently opened at 107 Fifth St. Owner Hailey Kowalski moved her business from the Bay City Towne Center to Downtown Bay City and is looking forward to being involved in our events and activities.

Baysics, a variety store, will open at 926 Washington Avenue mid-March. The store will sell everyday items such as paper products, vehicle maintenance products, and some groceries.

The owner of Prayer Centers of America, 906 N. Water, is planning to expand by adding a small café to his business. He noted high traffic and a welcoming response by the community.

GENERAL BUSINESS

Maxwell presented packets and questionnaires to the Board for its latest initiative of Downtown merchant interviews. The Downtown Development Authority Board of Directors and Marketing and Events Committee members have volunteered to assist in this process to lighten the load being solely on the Downtown Management Board. Maxwell noted that the packets given to the merchants will have rosters of the Downtown Management Board, the Downtown Development Authority, and the Marketing and Events Committee, as well as a 2019 Downtown Events calendar, Downtown parking maps, DMB boundaries and code area, and a Downtown Business Information form to be completed for the business directory.

Dinauer noted that Downtown merchants have a desire to have their voices heard. He explained that the interview form needs to be completed and returned to the DMB. The Board is to assure the merchants that this information will not be made public and will only be shared to the Downtown Management Board as a way of improving communication and analyzing feedback. Dinauer asked the Board to coordinate with their partners and complete the interviews by the end of June 2019. Maxwell thanked the Board of Directors for their participation in this important initiative.

Dinauer reminded the Board of the importance of Downtown Beautification to create an enhanced vision of Downtown Bay City. Maxwell shared with the Board that the Beautification Committee has recruited additional volunteers: Matthew Geiger of The Times Properties, Audrey Owczarzak of The Gourmet Cupcake Shoppe, and Jessica Dawe of Washington Avenue Salon.

Maxwell reminded the board that representatives from The Michigan Economic Development Corporation will be in Bay City on Wednesday, February 20 at 8:00 am to explain the fundamentals of the Michigan Main Street program.

ADDITIONAL BUSINESS

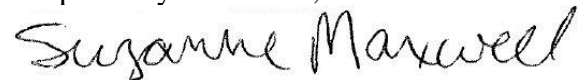
Maxwell shared renderings of a Downtown Bay City archway proposed by Rod Hildebrandt of City Market and explained this complements the proposed new entrance of Wenonah Park. Hildebrandt has expressed a willingness to donate a portion of the costs, but the Downtown Development Authority would need to find further assistance to complete the project. Maxwell explained the archway partially funded by Mr. Hildebrandt would be located on Center Avenue, 40 feet off of Madison Ave - near Battery Park.

Bacigalupo presented a Shipping Container Bar proposal for "The Presidents Pub" located in the parking lot at Washington and Sixth. Bacigalupo explained this endeavor could be an accessible way for the Downtown Management Board to raise additional funding for projects throughout Downtown Bay City. Bacigalupo proposes having the "Presidents Pub" open Thursdays, Fridays, and Saturdays during the summer months of June through August. The proposal recommends the Downtown Management Board running operations for the first ten days of the summer to offset initial costs, and to proceed by offering the space to local non-profits to run it the remaining weekends throughout the summer allowing them the benefits. The Board discussed the logistics of the projects and Maxwell suggested a special meeting for the DMB on Tuesday, February 26th at 8:30am to discuss further, as there is not enough information available to vote.

ADJOURN

With no further business to come before the Downtown Management Board, meeting adjourned at 9:11 am

Respectfully Submitted,



Suzanne Maxwell
Executive Director